

# SUMMIT COUNTY

Summit County TRT Revenue Breakdown:  
 County 10%  
 Park City Chamber/Visitor's Bureau 90%

Park City Chamber Revenue Breakdown:  
 TRT 73%  
 Chamber 8%  
 Other 19%

EXPENDITURES	1995	1996	1997	Explanation
Administrative	\$786,029	\$782,333	\$868,367	administrative, operations, capital improvements
Miscellaneous				
Total Promotional:	\$1,566,745	\$1,905,975	\$2,205,233	
Advertising				
Brochures		\$400		county brochures
Contributions	\$111,112	\$132,400	\$131,688	county events
Fam Tours				
General Promotional	\$1,415,021	\$1,719,025	\$2,019,395	convention bureau marketing, brochures, events, et
Shows				
Signs				
Travel Region	\$40,613	\$54,150	\$54,150	
Brick and Mortar (Operations):	\$32,933		\$114,102	
Construction Expense			\$35,000	community park
Visitor Center Operation	\$32,933		\$79,102	
Transfers Out				
Total Expenditures	\$2,385,707	\$2,688,308	\$3,187,702	
REVENUES				
Tax Commission TRT Report*	\$1,910,644	\$2,164,785	\$2,395,663	
County TRT Report*	\$1,881,998	\$2,102,182	\$2,262,387	
Interest Revenues	\$14,021	\$16,609	\$20,944	
American Express Revenues	n/a	n/a	\$235,372	
Chamber Income	n/a	n/a	\$248,100	
Misc. Revenues	n/a	n/a	\$328,285	
Percent Adm./Misc./Promo/Transfers	98.62%	100.00%	96.42%	
Percent Brick and Mortar	1.38%	0.00%	3.58%	

\* A reporting difference in Transient Room Tax between the Tax Commission and Counties can be attributed to both a 1.5 % charge by the Tax Commission and cyclical reporting issues.